

RTV 3632 SECTION PRD1 CLASS # 17149

BROADCAST NEWS PRODUCING

SUMMER 2021 SYLLABUS MARK LEEPS (mleeps@wuft.org, 352-294-1504)

Basics

Prerequisite: C or better in JOU 3101 & department permission

Note: you should have already taken JOU3101 Print/Digital Reporting

Class: TBA

Instructor's office hours: M/W/F 1-2p, Weimer 2324 (in the INC)

Text

The required text is **Broadcast News Producing** by *Brad Schultz*.

We will also discuss principles from *Power Producer* by Dow Smith and *Broadcast News Handbook* by Tuggle/Carr/Huffman, but those texts are not required.

Course

RTV 3632 introduces you to the concepts and skills needed for producing television newscasts. This basic course is mostly text/assignment-driven but will involve some time in the newsroom, while the advanced course is almost all lab without lecture (since you get intense one-full-day-per-week training/feedback in that course). In RTV 3632 you will learn about different types of producers and how they fit into the job mix at various tv stations and networks. We'll later focus on the basics of becoming a line producer, meaning someone who is generally responsible for at least one live newscast each day at work. You'll learn how to design rundowns and how to reverse engineer them from watching shows. You'll get some prep touching a pro NRCS (Newsroom Computer System) and that particular tv production platform; WUFT-TV uses a popular one called ENPS (AP's Electronic News Production System) which guides both the editorial side (writing scripts) and the production side (when to execute various elements) of any sort of tv news product. You'll also become familiar with using various sources for news content (for example, the INC uses AP and other "feed" services for info, plus tv-based feeds from CNN and NBC News). Through it all, you'll learn about developing editorial judgment, using graphics, selecting formats, and broadcast news writing.

COVID Changes & Precautions

When we shadow the work of the advanced producing course, **keep in mind CJC is masking and distancing and limiting numbers no matter where in the building.**

That applies to both the 2nd floor newsroom (INC) and the basement WUFT-TV studios and control room.

UF Policy on COVID: In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class.

[Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.](#)

- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university attendance policies.](#)

UF Policy on Zoom Sessions:

Any class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Inclusion & Diversity

CJC JOU Policy:

The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

Statement from the Instructor:

The craft of journalism strives to be objective. However, in practice, much of the gathering of information tends to come from subjective sources and a subset of voices that may not be representative of society as a whole. The re-telling may also be influenced by the source, editorial slants, and social sensibilities more related to the current times (the era/decade/year in which it was produced). Please contact me with feedback if you have any suggestions to improve the quality of the course materials.

The newsroom has many policies for dress and behavior, as does WUFT-TV, but in the classroom we support a diversity of thoughts, perspectives and experiences, and would like to honor your identities (including race, gender, class, sexuality, religion, ability, etc.). To help accomplish this:

- If you prefer a name and/or set of pronouns that differ from those that appear in your official records, please let me know early on. .
- If something is said in class (by anyone) that makes you feel uncomfortable, please talk to me about it confidentially afterward.
- If you feel like your performance in the course is being impacted by your experiences outside of classtime, please don't hesitate to come and talk to me or another INC news manager. We want to be a resource for you.

- Or you might prefer to talk to our INC Director Mira Lowe. (lowemira@ufl.edu)
- The PATH office also has an excellent staff of academic advisors, and active connections to the Dean of Students and the U_MatterWeCare program.
- Another option for someone totally outside of the newsroom is Joanna Hernandez, the CJC Director of Inclusion and Diversity. You can email her at jhernandez@jou.ufl.edu.

Objective

The objective is to begin growing your knowledge and skillset about producing tv newscasts. We will learn about common industry options and focus on the ones that apply to the WUFT-TV world. You will be required to attend, watch and analyze various newscasts, some in real-time though others may be posted online. You will begin understanding the skills the Advanced Broadcast News Producing class is working on...which are listed below.

Goals for the Advanced Lab (intro/informational for 3632)

Develop and demonstrate the following professional skills:

1. Ability to **scour “the world”** for news to consider for your show and your audience (networks, social media, local competitors, pro partners, feeds, press releases, neighborhood news & local events, etc.)...developing news judgment about what to include in your show for your audience and why.
2. Ability to **match various treatments and formats to stories** for editorial and production reasons...and creativity to sometimes adopt unusual treatments or experiment with novel ones
3. Ability to develop and manage a rundown on a pro newsroom computer system like ENPS (a pro platform used by many commercial stations) in terms of planning how the half-hour of television should look and sound minute by minute. **Make sure everything is correctly formatted.**
4. Ability to work on daily-deadline managing all contributors (reporters and editors) and talent (anchors and reporters fronting their material live) to make sure everyone is prepared and in place to attempt to execute your gameplan. During crunchtime and showtime, **you’re the leader.**
5. Ability to serve frontline in the control room where you **manage the show second-to-second, including all timing issues and “navigating”** to avoid trouble and to recover from it when it happens anyway. (This involves real-time communicating with the director and talent, real-time decision-making, executing “backup plans” or generating new ones on the

fly, showing leadership to deliver the best you can for your audience given how your show rolls out in real life.)

6. Ability to **analyze how to improve production-wise and how to pass-the-ball editorially**. During critique, don't focus on anchor talent performance, go over their readiness and focus and communication and understanding...pay attention to the details we need to correct to keep everyone (cast and crew) on the same page next time. Editorially, send a note to the producers and newsmanagers about how far we advanced certain stories and if there's more they might consider next.

Key Points In The Normal 5pm Producing Day (informational for 3632)

- Before your shift: awareness of the coming news of the day, reporter pitches, requests for live shots
- 9:30am morning editorial meeting & reporter assignments
- Morning NBC-FL conference call
- 2:30pm show production meeting—explaining the draft show to anchors, director, newsmanagers
- 4:00pm all local reporters should be back in copyediting or doing video editing by now
- 4:30pm we should be wrapping up most scripts to their final versions
- 4:40pm anchors should be printing scripts by now
- 4:45pm videos should be turned in (if not, you may need to soon switch to a backup plan for the lead or have an alternative for other large components in your z-block)
- 4:50pm everyone should be getting into place, talent in the studio, reporters where they need to be, and producer in the control room
- 5:00pm show starts
- 5:30pm show ends (this is why we preach 30 minutes of focus)
- 5:35pm gather in studio for show critique (producer & director lead off)
- 5:50pm write up notes on show for other producers and newsmanagers

Grading

- **20% - Classroom Attendance** Attendance is mandatory, as is "classroom professionalism". **Cellphones and computers should never be used or out in the open during class.** they should be stored for afterward. Each missed class lowers your attendance grade by 3 points...and means you'll probably struggle on the next quiz.
- **40% - Pop Quizzes** All will be 10 questions...multiple choice...based on lecture material, handouts, textbook material, and news current events. If you miss one for any reason, it's up to you to take the initiative to make it

up within *two weekdays* or get a zero for that quiz. One key to becoming a better reporter/producer of news is to become a better consumer of news (especially local news, across platforms), so current events (local & national) should never be a problem for a local media producer.

- **40% - Assignments**

You'll get specific instructions for how to complete and write up four different assignments:

- A. Logging a live newscast
- B. Comparing two tv specials, reimagining them
- C. Comparing standard WUFT products, invent two more
- D. Developing you own mock rundown of a First at Five newscast

Grading Policies

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

and <http://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Grading Scale

The grading scale is as follows:

| | |
|----|--------|
| A | 95-100 |
| A- | 92-94 |
| B+ | 89-91 |
| B | 86-88 |
| B- | 83-85 |
| C+ | 80-82 |
| C | 77-79 |
| C- | 74-76 |
| D+ | 71-73 |
| D | 60-70 |
| D- | 50-59 |
| E | 0-49 |

UF Honor Code

UF students are bound by "The Orange Book" which explains the code of conduct for all students. It is online at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> You should be familiar with all aspects: the pledge to do your own work with nothing unauthorized given or received, the system UF uses for handling academic misconduct, and your responsibility as a student to report any condition that facilitates academic misconduct.

Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Campus Resources

Please be aware of UF's Health & Wellness resources for students:

U Matter, We Care: if you or a friend is in distress, please contact umatter@ufl.edu or 352-392-1575 so that a team member can reach out to the student

Counseling & Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>
352-392-1575

First Responders: University Police Department 352-392-1111 or 911 for emergencies <http://www.police.ufl.edu/> & SARS (Sexual Assault Recovery Services) at the Student Health Care Center 352-392-1161

Cost Considerations

I will provide many handouts in order to limit your extra costs to a single required textbook. There is no equipment fee for this course, and the material & supply fee is under \$5, just to contribute to the office basics of paper and printing in the INC. You will need access to broadcast tv for some exercises, and will need basic computer access (email, word processing), but do not need specialty software like audio/video editing. You will be given access to very advanced specialty software (ENPS) in the INC and in the WUFT-TV control room.

Feedback & Evaluations

Although almost all our work will be accomplished outside of Canvas, there will be a minimal shell for this course which will allow easier tracking of graded quizzes and assignments. Please contact me in person or by email (mleeps@wuft.org) for any question you have throughout the course; please do not use the messaging system in Canvas. Students are expected to provide professional and respectful feedback on the quality of the instruction in this course by completing course evaluations online via GatorEvals.